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Tayloe Murphy Institute

RETAIL SALES IN VIRGINIA 1983

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PREFACE

This publication, the twelfth annual report on the subject of retail sales in Virginia issued by the Tayloe Murphy Institute, comprises data similar to that published in prior years. The data included here are: GAF (general merchandise, apparel, and furniture) store sales and total retail sales in Virginia for 1983, from the Virginia Department of Taxation, and selected data from the United States Bureau of the Census.

Care should be taken in making comparisons between the series, because of differing methods of collection and tabulation of the basic data, as well as definitional inconsistencies among the various sources. Detailed descriptions of these series and the differences between them are included in the Appendix, pages 39 and 40.

This 1983 study, like the previous ones, was under the general supervision of Eleanor G. May, Research Director, Business Studies Center. The summaries of the Virginia Department of Taxation and the United States Census were the responsibility of Donald W. Lindsey, Research Assistant, of the Tayloe Murphy Institute. A. K. Missimer, of the Research Division of the Virginia Department of Taxation, was helpful in providing the special tabulations of taxable sales.

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TABLE OF CONTENTS

Preface iii

Commonwealth of Virginia - Map vi

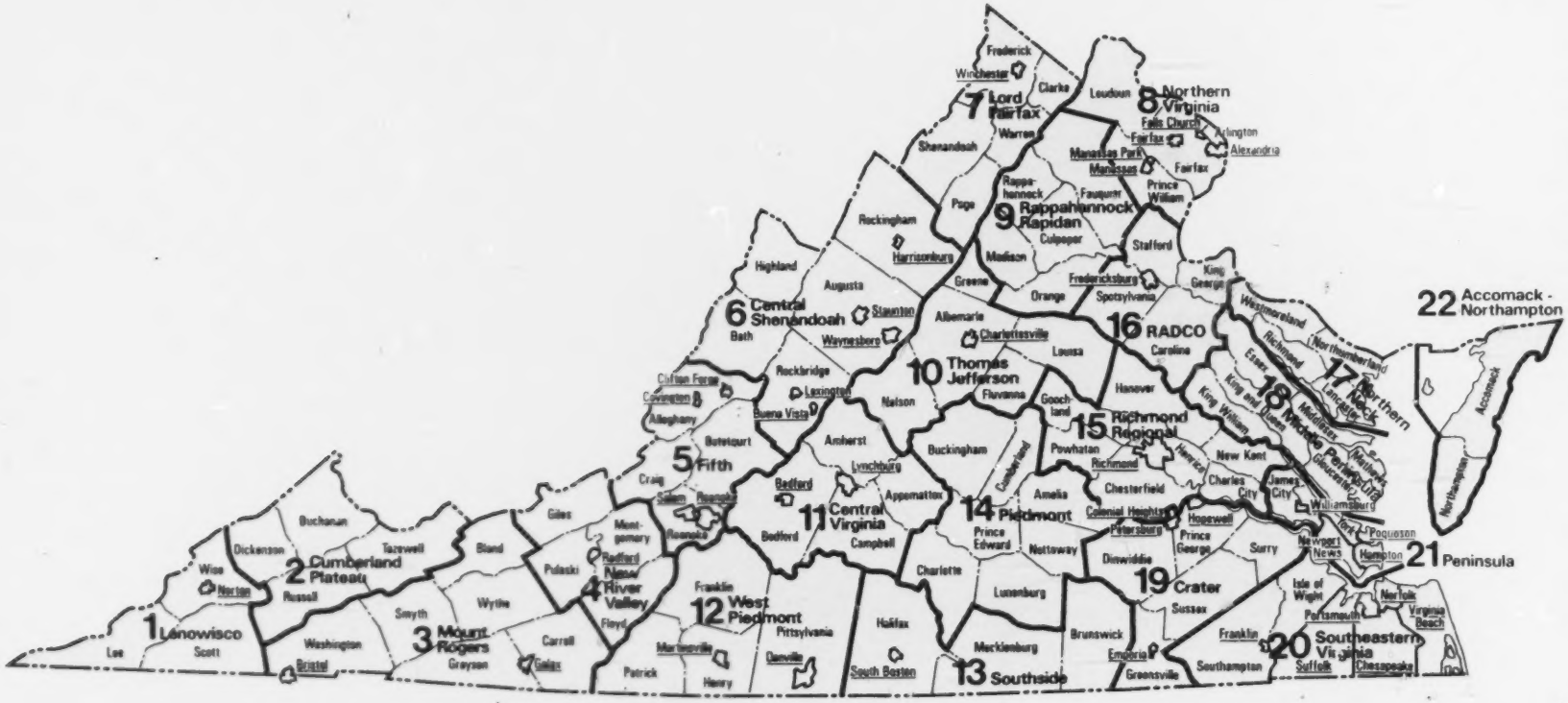
Sales:
- Commonwealth of Virginia 1
- Virginia Areas (Quarterly) 4
- Planning District 1 - Lenowisco 5
- Planning District 2 - Cumberland Plateau 5
- Planning District 3 - Mount Rogers 6
- Johnson City-Kingsport-Bristol Metropolitan Statistical Area 6
- Planning District 4 - New River Valley 7
- Radford Area 7
- Planning District 5 - Fifth 8
- Roanoke Metropolitan Statistical Area 8
- Planning District 6 - Central Shenandoah 9
- Staunton-Waynesboro Area 10
- Harrisonburg Area 10
- Planning District 7 - Lord Fairfax 11
- Winchester Area 11
- Planning District 8 - Northern Virginia 12
- Planning District 9 - Rappahannock-Rapidan 12
- Planning District 10 - Thomas Jefferson 13
- Charlottesville Metropolitan Statistical Area 13
- Planning District 11 - Central Virginia 14
- Lynchburg Metropolitan Statistical Area 14
- Planning District 12 - West Piedmont 15
- Danville Metropolitan Statistical Area 15
- Martinsville Area 16
- Planning District 13 - Southside 16
- Planning District 14 - Piedmont 17
- Planning District 15 - Richmond Regional 17
- Planning District 16 - RADCO 18
- Fredericksburg Area 18
- Planning District 17 - Northern Neck 19
- Planning District 18 - Middle Peninsula 19
- Planning District 19 - Crater 20
- Petersburg-Colonial Heights-Hopewell Area 20
- Planning District 20 - Southeastern Virginia 21
- Norfolk-Virginia Beach-Portsmouth Area 21
- Planning District 21 - Peninsula 22
- Newport News-Hampton Area 22
- Planning District 22 - Accomack-Northampton 23
- United States 25

Taxable Sales for Virginia Cities and Counties 26

GAF Store Sales for Virginia Cities and Counties 33

Appendix 39

Commonwealth of Virginia



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COMMONWEALTH OF VIRGINIA

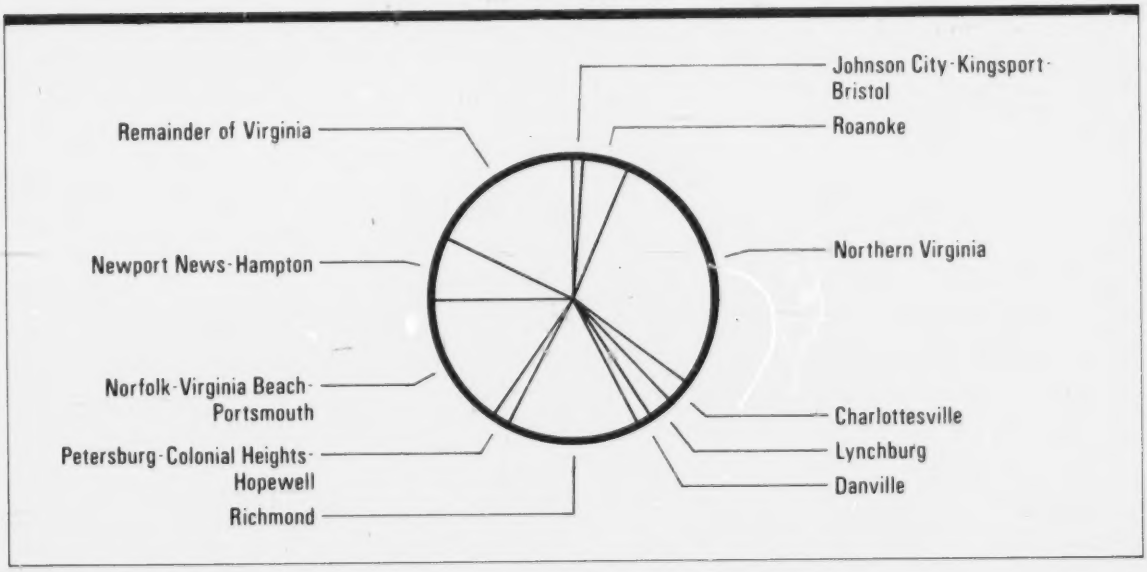
Taxable Sales	$24,446,325,000
GAF Sales	8,087,914,000
Taxable Sales per Capita	$4,420
GAF Sales per Capita	1,460
Personal Income per Capita	11,400

Taxable sales (including motels, hotels, and selected other services, but excluding automobiles, gasoline, and alcoholic beverages) in Virginia in 1983 were $24.4 billion, up 12.2% from $21.8 billion in 1982. Total retail sales in Virginia as reported by the U.S. Bureau of the Census were up 8.4%. The increase in total retail sales (adjusted to be more comparable with the Virginia data) for the United States was 7.7%, narrowly lower than for the state of Virginia.

GAF sales (general merchandise, apparel, and furniture and appliances, frequently referred to as department-store-type merchandise) in Virginia were reported by the Census Bureau to be 10.9% ahead in 1983 over 1982, a figure significantly above the 1982 narrow increase of 0.3%, and also better than the figure of 8.1% for the total United States in 1983. GAF sales for Virginia, as reported by the Virginia Department of Taxation, were ahead 12.9%.

Sales increases reflecting equal or better performance for Virginia retailers as compared with the total United States were observed nearly every year since 1972 when the Tayloe Murphy Institute analysis began. This generally better performance in Virginia is probably a reflection of the continuing relatively stable nature of the Virginia economy.

GAF SALES



Of the eight Virginia metropolitan areas, the Northern Virginia part of the Washington DC-MD-VA area had by far the largest taxable sales again in 1983, as in prior years, over $6.3 billion, nearly 26% of the total State, up from 25.0% in 1982 and 24.5% in 1981. The next largest areas, when measured by taxable sales, were Norfolk-Virginia Beach-Portsmouth with 15.1% or $3,694,000,000 and Richmond with 15.0% or $3,657,000,000. The Norfolk area edge over Richmond continued in 1983 after a shift in position between these two areas in 1982, when the sales volume in Norfolk surpassed that in Richmond for the first time in this series. The Newport News-Hampton area followed, with 7.3% in 1983, up from 7.2% in 1982 and 1981, or $1,779,000,000; other area results were the Roanoke Metropolitan Statistical Area, at 5.1% or $1,245,000,000, the Lynchburg Metropolitan Statistical Area, at 2.6% or $646,000,000, the Charlottesville Metropolitan Statistical Area, at 2.4% or $597,000,000, the Petersburg-Colonial Heights-Hopewell area, at 1.9% or $470,000,000, the Danville Metropolitan Statistical Area, at 1.5% or $362,000,000, and the Johnson City-Kingsport-Bristol Metropolitan Statistical Area (Virginia part), at 1.3% or $325,000,000.

Total State taxable sales increased 208% from 1971 to 1983, to $24,446,325,000. The Counties with the largest increases over the twelve years were Chesterfield with 981%, James City with 872%, Albemarle with 584%, Hanover with 474%, York (combined with the city of Poquoson) with 463%, and Loudoun with 423%. The largest city increases were Virginia Beach with 429% and Chesapeake with 377%.

GAF sales in the State increased 199% between 1971 and 1983. Chesterfield County had the largest increase by far, 3,587%, followed by Albemarle County with an increase of 2,394%; Spotsylvania and Stafford Counties and the city of Poquoson apparently also experienced large increases, but reliable data were not available to substantiate these hypotheses because of substantial redefinitions of the boundaries of these areas between 1971 and 1983.

These abnormal increases were the result of openings of major shopping malls, Fashion Square in Albemarle County and Spotsylvania Mall in Spotsylvania County, both in 1980, as well as several malls in earlier years in Chesterfield County. One city (Clifton Forge) and ten Counties, however, had sales in 1983 that did not even equal those recorded in 1971: Bland, Charles City, Cumberland, Dinwiddie, Fluvanna, Grayson, Greene, Prince George, Surry, and Sussex.

Taxable sales per capita for the total State was $4,420 in 1983 up 163% since 1971. Among the Planning Districts, Richmond Regional (PD 15) reported the highest taxable sales per capita, $5,570, followed by Northern Virginia (PD 8) at $5,420, and the Fifth (Roanoke) at $5,250. The Planning District with the lowest taxable sales per capita was the Piedmont Planning District (PD 14), $2,370.

GAF sales per capita for the total State was $1,460 in 1983, an increase of 155% since 1971. The Planning District with the highest GAF sales per capita was Northern Virginia (PD 8) with $1,990, with the Richmond Regional Planning District (PD 15) at $1,890, and the Fifth Planning District (Roanoke) at $1,770. The Planning District with the lowest GAF sales per capita was Piedmont (PD 14) at $610.

COMMONWEALTH OF VIRGINIA

Retail Sales Changes - 1983/1982

Source of Figures:	Virginia Department of Taxation		United States Census	
Coverage of Figures:	GAF[1] Stores	Taxable Sales	GAF[1] Stores	Total Retail
January	NA	+ 4.6%	+ 6.5%	+ 2.1%
February	NA	+ 9.5	+ 1.8	- 0.1
March	NA	+ 9.3	+16.1	+ 9.5
1st Quarter	+ 9.1%	+ 6.9	+ 8.6	+ 4.0
April	NA	+ 9.2	+ 7.3	+ 6.9
May	NA	+12.5	+ 7.0	+ 8.2
June	NA	+ 8.5	+10.0	+15.1
2nd Quarter	+10.4	+10.6	+ 8.1	+10.0
July	NA	+12.8	+ 4.0	+ 8.4
August	NA	+24.3	+14.2	+ 9.5
September	NA	+11.9	+12.1	+ 9.3
3rd Quarter	+14.5	+14.0	+10.1	+ 9.1
October	NA	+17.1	+14.1	+ 9.0
November	NA	+12.0	+16.1	+10.1
December	NA	+15.1	+14.1	+10.6
4th Quarter	+16.4	+16.3	+14.7	+ 9.9
Year	+12.9	+12.2	+10.9	+ 8.4

[1]GAF = General merchandise, apparel, and furniture and appliances.

NA = Not available.

QUARTERLY SALES CHANGES IN VIRGINIA METROPOLITAN AREAS
1983/1982

	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Year
Johnson City-Kingsport-Bristol (Va. part)					
GAF Stores	+ 4.0%	+ 7.5%	+ 8.5%	+11.2%	+ 8.2%
Total Sales	- 1.6	+ 1.4	+ 3.6	+ 9.4	+ 3.5
Roanoke					
GAF Stores	+ 7.3	+ 1.0	+15.6	+21.3	+12.?
Total Sales	+ 4.8	+ 9.0	+15.4	+14.0	+11.2
Northern Virginia					
GAF Stores	+ 8.7	+ 8.6	+17.0	+15.8	+13.4
Total Sales	+ 9.1	+15.2	+16.6	+21.5	+16.0
Charlottesville					
GAF Stores	+12.0	+22.8	+33.3	+15.2	+20.6
Total Sales	+10.2	+14.7	+17.9	+20.0	+16.0
Lynchburg					
GAF Stores	+ 8.4	+ 4.2	+15.3	+18.4	+12.4
Total Sales	+ 1.4	+ 7.5	+10.2	+16.5	+ 9.3
Danville					
GAF Stores	+ 8.5	+13.6	+15.6	+22.9	+16.0
Total Sales	+ 3.1	+ 2.1	+ 7.1	+ 8.9	+ 5.5
Richmond					
GAF Stores	+ 8.8	+ 7.0	+ 7.6	+12.8	+ 9.4
Total Sales	+ 8.5	+10.3	+15.4	+15.0	+12.4
Petersburg-Colonial Heights-Hopewell					
GAF Stores	+14.6	+ 7.3	+14.9	+10.8	+11.6
Total Sales	+ 6.9	+ 5.6	+12.2	+11.4	+ 9.1
Norfolk-Virginia Beach-Portsmouth					
GAF Stores	+11.7	+13.2	+13.9	+15.7	+13.8
Total Sales	+ 8.6	+12.1	+15.9	+15.8	+13.3
Newport News-Hampton					
GAF Stores	+11.4	+15.2	+20.2	+25.6	+19.0
Total Sales	+ 6.8	+ 9.8	+10.7	+21.2	+12.5
State of Virginia					
GAF Stores	+ 9.1	+10.4	+14.5	+16.4	+12.9
Total Sales	+ 6.9	+10.6	+14.0	+16.3	+12.2

Source: Virginia Department of Taxation.

PLANNING DISTRICT 1 - LENOWISCO
(Norton city and Lee, Scott, and Wise Counties)

Taxable Sales	$307,009,000
GAF Sales	67,337,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	0.8
Population	1.9
Personal Income	1.3
Taxable Sales per Capita	$2,990
GAF Sales per Capita	660
Personal Income per Capita	8,000

Planning District 1's share of Virginia GAF sales (0.8%) was significantly below the District's shares of Virginia taxable sales, of personal income (1.3%), and of Virginia population (1.9%). The Planning District's taxable sales per capita ($2,990) and GAF sales per capita ($660) were measurably below the comparable data for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Lenowisco Planning District on the average spent less for taxable items than did the typical resident in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 1, $8,000 compared with $11,400 statewide, and/or the typical residents of the Lenowisco Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 2 - CUMBERLAND PLATEAU
(Buchanan, Dickenson, Russell, and Tazewell Counties)

Taxable Sales	$395,048,000
GAF Sales	103,174,000
Share of Virginia:	
Taxable Sales	1.6%
GAF Sales	1.3
Population	2.6
Personal Income	2.0
Taxable Sales per Capita	$2,700
GAF Sales per Capita	710
Personal Income per Capita	8,700

Planning District 2's share of Virginia GAF sales (1.3%) was significantly below the District's shares of Virginia taxable sales (1.6%), of Virginia personal income (2.0%), and of Virginia population (2.6%). The Planning District's taxable sales per capita ($2,700) and GAF sales per capita ($710) were measurably below the comparable data for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Cumberland Plateau Planning District on the average spent less for taxable items than did the typical resident in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 2, $8,700 compared with $11,400 statewide, and/or the residents of the Cumberland Plateau Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 3 - MOUNT ROGERS
(Bristol and Galax cities and Bland, Carroll, Grayson, Smyth, Washington, and Wythe Counties)

Taxable Sales	$590,073,000
GAF Sales	186,609,000
Share of Virginia:	
Taxable Sales	2.4%
GAF Sales	2.3
Population	3.3
Personal Income	2.5
Taxable Sales per Capita	$3,190
GAF Sales per Capita	1,010
Personal Income per Capita	8,400

Planning District 3's shares of Virginia GAF sales (2.3%), of Virginia taxable sales (2.4%), and of Virginia personal income (2.5%) were significantly below the District's share of Virginia population (3.3%). The Planning District's taxable sales per capita ($3,190) and GAF sales per capita ($1,010) were measurably below the comparable data for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Mount Rogers Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 3, $8,400 compared with $11,400 statewide, and/or the residents of Mount Rogers Planning District having less expensive life styles than existed in many other areas of the State.

JOHNSON CITY-KINGSPORT-BRISTOL METROPOLITAN STATISTICAL AREA (Virginia part)
(Bristol city and Scott and Washington Counties)

Taxable Sales	$325,265,000
GAF Sales	101,658,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	1.3
Population	1.7
Personal Income	1.3
Taxable Sales per Capita	$3,520
GAF Sales per Capita	1,100
Personal Income per Capita	8,600

The Johnson City-Kingsport-Bristol Metropolitan Statistical Area's (Virginia part) GAF sales per capita ($1,100) and total taxable sales per capita ($3,520) were somewhat higher than the comparable data for Planning District 3 ($1,010 and $3,190), the Planning District in which the Johnson City-Kingsport-Bristol MSA is located. But GAF and taxable sales per capita were still measurably below the data for the State as a whole ($1,460 and $4,420). (The Virginia part of the Bristol Metropolitan Statistical Area comprised about half the population and slightly more than half the sales and personal income of Planning District 3.) These data indicate that residents of the Bristol Area on the average spent less for taxable items than did the typical residents in many other areas of the State; but the typical metropolitan area resident of the Mount Rogers Planning District spent more and had a higher income than did the typical non-metropolitan area resident.

Total taxable sales for the Johnson City-Kingsport-Bristol Metropolitan Statistical Area (Virginia part) showed a significantly poorer picture, when 1983 was compared with 1982, than did the State as a whole for the same time period (+3.5% versus +12.2%). GAF sales (based on taxable sales) also showed smaller increases than did the total State (+8.2% versus +12.9%).

PLANNING DISTRICT 4 - NEW RIVER VALLEY
(Radford city and Floyd, Giles, Montgomery, and Pulaski Counties)

Taxable Sales	$443,559,000
GAF Sales	132,036,000
Share of Virginia:	
Taxable Sales	1.8%
GAF Sales	1.6
Population	2.6
Personal Income	2.0
Taxable Sales per Capita	$3,030
GAF Sales per Capita	900
Personal Income per Capita	8,400

Planning District 4's shares of Virginia GAF sales (1.6%), total taxable sales (1.8%), and personal income (2.0%) were significantly below its share of Virginia population (2.6%). The Planning District's taxable sales per capita ($3,030) and GAF sales per capita ($900) were measurably below the comparable data for the State as a whole ($4,420 and $1,460). These data indicate that residents of the New River Valley Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 4, $8,400 compared with $11,400 statewide, and/or the typical residents of the New River Valley Planning District having less expensive life styles than existed in many other areas of the State.

RADFORD AREA
(Radford city and Montgomery and Pulaski Counties)

Taxable Sales	$372,763,000
GAF Sales	116,007,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.4
Population	2.1
Personal Income	1.6
Taxable Sales per Capita	$3,200
GAF Sales per Capita	1,000
Personal Income per Capita	8,500

The Radford area GAF sales per capita ($1,000) and total taxable sales per capita ($3,200) were slightly higher than the comparable data for Planning District 4 ($900 and $3,030), the Planning District in which Radford is located, but were still measurably below the comparable State data ($1,460 and $4,420). (The Radford area comprised at least 80% of the sales, population, and income of Planning District 4.) These data indicate that the residents of the Radford area on the average spent less for taxable items than did the typical resident in many areas of the State; but the typical Radford area residents spent more than did the residents of Floyd and Giles Counties, the other areas comprising the New River Valley Planning District.

PLANNING DISTRICT 5 - FIFTH
(Clifton Forge, Covington, Roanoke, and Salem cities
and Alleghany, Botetourt, Craig, and Roanoke Counties)

Taxable Sales	$1,350,323,000
GAF Sales	454,504,000
Share of Virginia:	
Taxable Sales	5.5%
GAF Sales	5.6
Population	4.7
Personal Income	4.5
Taxable Sales per Capita	$5,250
GAF Sales per Capita	1,770
Personal Income per Capita	10,900

Planning District 5's shares of Virginia taxable sales (5.5%) and of Virginia GAF sales (5.6%) were significantly higher than the District's shares of Virginia population (4.7%) and of Virginia personal income (4.5%). Also the Planning District's taxable sales per capita ($5,250) and GAF sales per capita ($1,770) were measurably above the comparable data for the State as a whole ($4,420 and $1,460), while the District's personal income per capita was slightly lower than that for the State as a whole ($10,900 versus $11,400). These data indicate that the Fifth Planning District probably attracted some sales dollars from residents of areas outside of District 5 and/or the typical resident of the Fifth Planning District having more expensive life styles than would normally be expected based on the personal income data.

ROANOKE METROPOLITAN STATISTICAL AREA
(Roanoke and Salem cities and Botetourt and Roanoke Counties)

Taxable Sales	$1,244,706,000
GAF Sales	425,352,000
Share of Virginia:	
Taxable Sales	5.1%
GAF Sales	5.3
Population	4.1
Personal Income	4.0
Taxable Sales per Capita	$5,530
GAF Sales per Capita	1,890
Personal Income per Capita	11,200

The Roanoke Metropolitan Statistical Area's share of Virginia GAF sales (5.3%) and other taxable sales (5.1%) held the same relationship to the data for the State as a whole, as did the data for total Planning District 5 to the State data. (The Roanoke Metropolitan Statistical Area comprised about 90% of the sales, population, and income of Planning District 5.) GAF sales per capita, taxable sales per capita, and income per capita were narrowly higher in the Roanoke Metropolitan Statistical Area ($1,890, $5,530, and $11,200) than in the total Fifth Planning District ($1,770, $5,250, and $10,900).

Total retail sales for the Roanoke Metropolitan Statistical Area showed a slightly poorer picture, when 1983 was compared with 1982, than did the State as a whole (+11.2% versus +12.2%). GAF sales increases also were narrowly lower in the Roanoke MSA than for the total State (12.2% versus +12.9%).

PLANNING DISTRICT 6 - CENTRAL SHENANDOAH

(Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro cities and Augusta, Bath, Highland, Rockbridge, and Rockingham Counties)

Taxable Sales	$859,319,000
GAF Sales	245,033,000
Share of Virginia:	
Taxable Sales	3.5%
GAF Sales	3.0
Population	3.8
Personal Income	3.2
Taxable Sales per Capita	$4,060
GAF Sales per Capita	1,160
Personal Income per Capita	9,500

Planning District 6's shares of Virginia GAF sales (3.0%) and of Virginia personal income (3.2%) were significantly below the District's shares of Virginia taxable sales (3.5%) and of Virginia population (3.8%). The Planning District's GAF sales per capita ($1,160), personal income per capita ($9,500), and taxable sales per capita ($4,060) were somewhat below the comparable figures for the State as a whole ($1,460, $11,400, and $4,420). High taxable sales per capita are not surprising for the Central Shenandoah Planning District because of the numerous recreational and tourist attractions (motel, hotel, and restaurant revenues are included in taxable sales) in this Planning District.

STAUNTON-WAYNESBORO AREA
(Staunton and Waynesboro cities and Augusta County)

Taxable Sales	$354,020,000
GAF Sales	108,636,000
Share of Virginia:	
Taxable Sales	1.4%
GAF Sales	1.3
Population	1.7
Personal Income	1.5
Taxable Sales per Capita	$3,860
GAF Sales per Capita	1,180
Personal Income per Capita	10,100

The Staunton-Waynesboro area had higher personal income per capita ($10,100) than was observed in total Planning District 6 ($9,500). (The Staunton-Waynesboro area comprised over 40% of the sales, population, and income of Planning District 6.) But the personal income per capita ($10,100) in the Staunton-Waynesboro area was somewhat lower than was typical across the State ($11,400). With lower taxable sales per capita in the Staunton-Waynesboro area ($3,860) than was recorded for the Central Shenandoah Planning District ($4,060) or across the State as a whole ($4,420), it appears that residents of the Staunton-Waynesboro area may have purchased taxable items either in other parts of Planning District 6 or outside the Planning District.

HARRISONBURG AREA
(Harrisonburg city and Rockingham County)

Taxable Sales	$357,571,000
GAF Sales	109,181,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.3
Population	1.4
Personal Income	1.2
Taxable Sales per Capita	$4,510
GAF Sales per Capita	1,380
Personal Income per Capita	9,400

The Harrisonburg area per capita sales data both for total taxable sales and for GAF sales ($4,510 and $1,380) were higher than Planning District 6's totals were ($4,060 and $1,160). Taxable sales per capita were slightly higher in the Harrisonburg area than for the State as a whole ($4,510 compared with $4,420) but GAF sales per capita were narrowly lower ($1,380 versus $1,460). (The Harrisonburg area comprised about 40% of the sales, population, and income in Planning District 6.) There were only small variations among the figures for shares of Virginia taxable sales (1.5%), of Virginia population (1.4%), of Virginia GAF sales (1.3%), and of Virginia personal income (1.2%) recorded for the Harrisonburg area.

PLANNING DISTRICT 7 - LORD FAIRFAX
(Winchester city and Clarke, Frederick, Page, Shenandoah, and Warren Counties)

Taxable Sales	$554,410,000
GAF Sales	169,158,000
Share of Virginia:	
Taxable Sales	2.3%
GAF Sales	2.1
Population	2.5
Personal Income	2.1
Taxable Sales per Capita	$4,040
GAF Sales per Capita	1,230
Personal Income per Capita	9,700

Planning District 7's shares of Virginia GAF sales and of Virginia personal income (2.1%) were narrowly lower than the District's shares of Virginia taxable sales (2.3%) and of Virginia population (2.5%). The Planning District's taxable sales and GAF sales per capita ($4,040 and $1,230) were somewhat under the comparable figures for the State as a whole ($4,420 and $1,460). Also, the District's personal income per capita ($9,700) was below the comparable figure statewide ($11,400). As would be expected from the numerous tourist and recreational attractions located in the Lord Fairfax Planning District (motel, hotel, and restaurant revenues are included in taxable sales), there were high taxable sales per capita in this District. The lower-than-average spending pattern for GAF merchandise presumably resulted from the lower per capita income in the District and/or the typical residents of the Lord Fairfax Planning District having less expensive life styles than existed in many other areas of the State.

WINCHESTER AREA
(Winchester city and Frederick County)

Taxable Sales	$317,627,000
GAF Sales	116,870,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	1.4
Population	1.0
Personal Income	0.9
Taxable Sales per Capita	$5,640
GAF Sales per Capita	2,070
Personal Income per Capita	10,300

The Winchester area taxable sales per capita ($5,640) and GAF sales per capita ($2,070) were significantly higher than those for Planning District 7 ($4,040 and $1,230) and higher than those for the State as a whole ($4,420 and $1,460). (The Winchester area comprised less than half the population and income but more than half the taxable sales of Planning District 7.) Income per capita observed in the Winchester area ($10,300) was somewhat higher than that for the Lord Fairfax Planning District ($9,700), but below that for the total State ($11,400). These data indicate that the Winchester area probably attracted residents from other areas of the State, as well as from the other parts of the Lord Fairfax Planning District (Clarke, Page, Shenandoah, and Warren Counties) to purchase taxable items of merchandise.

PLANNING DISTRICT 8 - NORTHERN VIRGINIA

(Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities and Arlington, Fairfax, Loudoun, and Prince William Counties)

Taxable Sales	$6,311,624,000
GAF Sales	2,320,662,000
Share of Virginia:	
Taxable Sales	25.8%
GAF Sales	28.7
Population	21.1
Personal Income	30.1
Taxable Sales per Capita	$5,420
GAF Sales per Capita	1,990
Personal Income per Capita	16,200

Planning District 8's shares of Virginia GAF sales (28.7%), of Virginia personal income (30.1%), and of Virginia taxable sales (25.8%) were significantly higher than the District's share of State population (21.1%). The Planning District's GAF sales per capita ($1,990) and taxable sales per capita ($5,420) were measurably above the comparable data for the State as a whole ($1,460 and $4,420). These data suggest that the Northern Virginia Planning District residents on the average spent more per capita on taxable items than did the typical resident in other parts of the State and/or the Northern Virginia Planning District attracted residents of other Planning Districts to purchase taxable merchandise. This higher-than-average spending pattern presumably resulted from the high per capita income in Planning District 8, $16,200 compared with $11,400 for the State.

Total taxable sales in the Northern Virginia Metropolitan Statistical Area showed better increases between 1983 and 1982 than did the State as a whole (+16.0% versus +12.2%). GAF sales also exhibited slightly better improvement in Northern Virginia (+13.4%) than in the total State (+12.9%). (Planning District 8 comprises by definition, the same jurisdictions as does the Northern Virginia part of the Washington Metropolitan Statistical Area.)

PLANNING DISTRICT 9 - RAPPAHANNOCK-RAPIDAN

(Culpeper, Fauquier, Madison, Orange, and Rappahannock Counties)

Taxable Sales	$306,234,000
GAF Sales	70,788,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	0.9
Population	1.8
Personal Income	1.6
Taxable Sales per Capita	$3,130
GAF Sales per Capita	720
Personal Income per Capita	10,000

Planning District 9's share of Virginia GAF sales (0.9%) was below the District's shares of Virginia taxable sales (1.3%), of Virginia personal income (1.6%), and of Virginia population (1.8%). The Planning District's GAF sales per capita ($720) and taxable sales per capita ($3,130) were measurably below the comparable figures for the State as a whole ($1,460 and $4,420). These lower-than-average spending patterns presumably resulted from the somewhat lower per capita personal income in Planning District 9, $10,000 compared with $11,400 statewide. Also these data indicate that the typical resident of the Rappahannock-Rapidan Planning District may have outshopped, especially for GAF-type merchandise, and/or the typical resident of this District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 10 - THOMAS JEFFERSON
(Charlottesville city
and Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties)

Taxable Sales	$655,520,000
GAF Sales	237,388,000
Share of Virginia:	
Taxable Sales	2.7%
GAF Sales	2.9
Population	2.7
Personal Income	2.6
Taxable Sales per Capita	$4,340
GAF Sales per Capita	1,570
Personal Income per Capita	10,900

Planning District 10's share of Virginia GAF sales (2.9%) was narrowly higher than the District's shares of Virginia taxable sales and of population (2.7%) and the District's share of Virginia personal income (2.6%). The Planning District's taxable sales per capita ($4,340) was slightly lower than the comparable data for the State as a whole ($4,420), while GAF sales per capita ($1,570) was narrowly higher than the State as a whole ($1,460). The District's income per capita ($10,900) also was insignificantly lower that that for the total State ($11,400). These data indicate that the residents of the Thomas Jefferson Planning District spent a similar proportion of their income on taxable items as was typical in the rest of the State, and there were no significant amounts of outshopping by the residents of the Planning District.

CHARLOTTESVILLE METROPOLITAN STATISTICAL AREA
(Charlottesville city and Albemarle, Fluvanna, and Greene Counties)

Taxable Sales	$596,684,000
GAF Sales	222,869,000
Share of Virginia:	
Taxable Sales	2.4%
GAF Sales	2.8
Population	2.2
Personal Income	2.2
Taxable Sales per Capita	$4,950
GAF Sales per Capita	1,850
Personal Income per Capita	11,600

The Charlottesville Metropolitan Statistical Area recorded higher GAF sales per capita ($1,850) and taxable sales per capita ($4,950) than were the corresponding figures for Planning District 10 ($1,570 and $4,340). (The Charlottesville Metropolitan Statistical Area included over 90% of the District's sales, but only about 80% of the District's population and 85% of the income.) These data indicate that the Charlottesville area probably attracted some residents of the other Counties in the Thomas Jefferson Planning District (Louisa and Nelson), as well as residents of other Planning Districts, to purchase taxable items.

Both total retail and GAF sales (based on taxable sales) in the Charlottesville Metropolitan Statistical Area showed increases between 1982 and 1983 that were significantly higher than those recorded for the State as a whole (+16.0% versus +12.2% and +20.6% versus +12.9%).

PLANNING DISTRICT 11 - CENTRAL VIRGINIA
(Bedford and Lynchburg cities
and Amherst, Appomattox, Bedford, and Campbell Counties)

Taxable Sales	$760,981,000
GAF Sales	257,367,000
Share of Virginia:	
Taxable Sales	3.1%
GAF Sales	3.2
Population	3.6
Personal Income	3.0
Taxable Sales per Capita	$3,800
GAF Sales per Capita	1,290
Personal Income per Capita	9,300

Planning District 11's shares of Virginia GAF sales (3.2%), of total taxable sales (3.1%), and of Virginia personal income (3.0%) were lower than the District's share of Virginia population (3.6%). The Planning District's taxable sales per capita ($3,800) and GAF sales per capita ($1,290) were narrowly below the comparable data for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Central Virginia Planning District on the average spent less for taxable items than did the typical resident in other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 11, $9,300 compared with $11,400 statewide, and/or the residents of the Central Virginia Planning District having less expensive life styles than existed in many other areas of the State.

LYNCHBURG METROPOLITAN STATISTICAL AREA
(Lynchburg city and Amherst, Appomattox, and Campbell Counties)

Taxable Sales	$646,233,000
GAF Sales	231,561,000
Share of Virginia:	
Taxable Sales	2.6%
GAF Sales	2.9
Population	2.6
Personal Income	2.2
Taxable Sales per Capita	$4,470
GAF Sales per Capita	1,600
Personal Income per Capita	9,600

The Lynchburg Metropolitan Statistical Area recorded 85% to 90% of Planning District 11's sales, even though the proportions of population and of personal income were less than 75%. As a result the Lynchburg Metropolitan Statistical Area taxable sales per capita ($4,470) was narrowly higher than the corresponding statewide figure ($4,420), but significantly better than Planning District 11's figure ($3,800). GAF sales per capita for the Lynchburg MSA ($1,600) was above that for the State as a whole ($1,460), and measurably higher than for Planning District 11 ($1,290).

Taxable sales for the Lynchburg Metropolitan Statistical Area showed somewhat less improvement between 1982 and 1983 (+12.4% for GAF and +9.3% for total) than was recorded for the State as a whole (+12.9% for GAF and +12.2% for total).

PLANNING DISTRICT 12 - WEST PIEDMONT
(Danville and Martinsville cities
and Franklin, Henry, Patrick, and Pittsylvania Counties)

Taxable Sales	$752,497,000
GAF Sales	239,034,000
Share of Virginia:	
Taxable Sales	3.1%
GAF Sales	3.0
Population	4.4
Personal Income	3.5
Taxable Sales per Capita	$3,090
GAF Sales per Capita	980
Personal Income per Capita	9,000

Planning District 12's share of Virginia GAF sales (3.0%), of Virginia taxable sales (3.1%), and of Virginia personal income (3.5%) were significantly below its share of Virginia population (4.4%). The Planning District's GAF sales per capita ($980) and taxable sales per capita ($3,090) were measurably below the comparable figures for the State as a whole ($1,460 and $4,420). These data indicate that residents of the West Piedmont Planning District on the average spent less for taxable items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 12, $9,000 compared with $11,400 statewide, and/or the typical residents of the West Piedmont Planning District having less expensive life styles than existed in many other areas of the State.

DANVILLE METROPOLITAN STATISTICAL AREA
(Danville city and Pittsylvania County)

Taxable Sales	$361,818,000
GAF Sales	124,245,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.5
Population	2.0
Personal Income	1.6
Taxable Sales per Capita	$3,230
GAF Sales per Capita	1,110
Personal Income per Capita	9,200

The Danville Metropolitan Statistical Area taxable sales per capita ($3,230) and GAF sales per capita ($1,110) were higher than the corresponding figures for Planning District 12 ($3,090 and $980), but both sets of data were measurably lower than the State as a whole ($4,420 and $1,460). The Danville area income per capita ($9,200) was only narrowly higher than the corresponding figure for Planning District 12 ($9,000), but significantly lower than for the State as a whole ($11,400). (The Danville Metropolitan Statistical Area comprised about half the sales, population, and income of Planning District 12.) These data indicate that the typical resident of the Danville area on the average spent less for taxable items than did the average resident in many other areas of the State.

GAF sales (based on taxable sales) for the Danville Metropolitan Statistical Area showed a better picture, when 1983 was compared with 1982, than did the State as a whole (+16.0% versus +12.9%). Total retail sales in the Danville MSA increased at a slower rate than statewide (+5.5% versus +12.2%).

MARTINSVILLE AREA
(Martinsville city and Henry County)

Taxable Sales	$283,944,000
GAF Sales	87,430,000
Share of Virginia:	
Taxable Sales	1.2%
GAF Sales	1.1
Population	1.4
Personal Income	1.1
Taxable Sales per Capita	$3,740
GAF Sales per Capita	1,150
Personal Income per Capita	9,300

The Martinsville area taxable sales per capita ($3,740), GAF sales per capita ($1,150), and personal income per capita ($9,300) were all higher than the corresponding figures for Planning District 12, ($3,090, $980, and $9,000), but were lower than the data for the State as a whole ($4,420, $1,460, and $11,400). (The Martinsville area comprised about one-third the sales, population, and income of Planning District 12.) These data indicate that the residents of the Martinsville area on the average spent less for taxable items than did the typical residents in many other areas of the State; but the average Martinsville area resident spent more on taxable items than did the residents of other areas of the West Piedmont Planning District (Danville city and Franklin, Patrick, and Pittsylvania Counties).

PLANNING DISTRICT 13 - SOUTHSIDE
(South Boston city and Brunswick, Halifax, and Mecklenburg Counties)

Taxable Sales	$238,328,000
GAF Sales	62,276,000
Share of Virginia:	
Taxable Sales	1.0%
GAF Sales	0.8
Population	1.5
Personal Income	1.1
Taxable Sales per Capita	$2,890
GAF Sales per Capita	760
Personal Income per Capita	8,200

Planning District 13's shares of Virginia GAF sales (0.8%), of Virginia taxable sales (1.0%), and of Virginia personal income (1.1%) were all significantly below its share of Virginia population (1.5%). The Planning District's taxable sales per capita ($2,890) and GAF sales per capita ($760) were measurably lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Southside Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 13, $8,200 compared with $11,400 statewide, and/or the typical residents of the Southside Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 14 - PIEDMONT
(Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward Counties)

Taxable Sales	$200,865,000
GAF Sales	51,685,000
Share of Virginia:	
Taxable Sales	0.8%
GAF Sales	0.6
Population	1.5
Personal Income	1.0
Taxable Sales per Capita	$2,370
GAF Sales per Capita	610
Personal Income per Capita	7,500

Planning District 14's shares of Virginia GAF sales (0.6%), of Virginia taxable sales (0.8%), and of Virginia personal income (1.0%) were significantly lower than the District's share of Virginia population (1.5%). The Planning District's taxable sales per capita ($2,370) and GAF sales per capita ($610) were measurably lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that residents of the Piedmont Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 14, $7,500 compared with $11,400 statewide, and/or the typical residents of the Piedmont Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 15 - RICHMOND REGIONAL
(Richmond city and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties)

Taxable Sales	$3,656,879,000
GAF Sales	1,237,333,000
Share of Virginia:	
Taxable Sales	15.0%
GAF Sales	15.3
Population	11.9
Personal Income	12.7
Taxable Sales per Capita	$5,570
GAF Sales per Capita	1,890
Personal Income per Capita	12,200

Planning District 15's share of Virginia personal income (12.7%) was somewhat higher than its share of Virginia population (11.9%); but the District's share of Virginia taxable sales (15.0%) and of Virginia GAF sales (15.3%) were significantly above its share of Virginia income. The Planning District's taxable sales per capita ($5,570) and GAF sales per capita ($1,890) were measurably higher than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that the Richmond Regional Planning District probably attracted sales dollars from areas outside Planning District 15, and/or the residents of this District on the average spent more for taxable items than did the typical residents in many other areas of the State. This higher-than-average spending pattern presumably resulted from the higher per capita income in Planning District 15, $12,200 compared with $11,400 statewide.

The Richmond area experienced a GAF sales increase for 1983 over 1982 which was lower than that recorded for the State as a whole (+9.4% compared with +12.9%). The relationship for total taxable sales between the area and the State, however, was insignificantly in the other direction (+12.4% for the area compared with 12.2% for the State).

PLANNING DISTRICT 16 - RADCO
(Fredericksburg city
and Caroline, King George, Spotsylvania, and Stafford Counties)

Taxable Sales	$498,939,000
GAF Sales	154,560,000
Share of Virginia:	
Taxable Sales	2.0%
GAF Sales	1.9
Population	2.4
Personal Income	2.0
Taxable Sales per Capita	$3,840
GAF Sales per Capita	1,190
Personal Income per Capita	9,800

Planning District 16's shares of Virginia GAF sales (1.9%) and of personal income and taxable sales (2.0%) were lower than the District's share of Virginia population (2.4%). The Planning District's taxable sales per capita ($3,840) and GAF sales per capita ($1,190) were somewhat lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that the residents of the RADCO Planning District on the average spent less for GAF-type merchandise and for total retail sales than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in the Planning District, $9,800 compared with $11,400 statewide, and/or the typical residents of the RADCO Planning District having less expensive life styles than existed in many other areas of the State.

FREDERICKSBURG AREA
(Fredericksburg city and Spotsylvania and Stafford Counties)

Taxable Sales	$447,329,000
GAF Sales	149,664,000
Share of Virginia:	
Taxable Sales	1.8%
GAF Sales	1.9
Population	1.8
Personal Income	1.6
Taxable Sales per Capita	$4,470
GAF Sales per Capita	1,500
Personal Income per Capita	10,200

The Fredericksburg area taxable sales per capita ($4,470) and GAF sales per capita ($1,500) were narrowly higher than the corresponding figures for the State as a whole ($4,420 and $1,460). Income per capita ($10,200), however, was lower than the State figure ($11,400). Both taxable sales per capita and GAF sales per capita for the Fredericksburg area ($4,470 and $1,500) were significantly higher than the corresponding data for Planning District 16 ($3,840 and $1,190); Fredericksburg area income per capita ($10,200) was marginally higher than that for the total of Planning District 16 ($9,800). (The Fredericksburg area comprised over 90% of the sales of Planning District 16 and about 80% of the population and income of the District.) These data indicate that the Fredericksburg area attracted sales dollars from the other jurisdictions in Planning District 16, Caroline and King George Counties.

PLANNING DISTRICT 17 - NORTHERN NECK
(Lancaster, Northumberland, Richmond, and Westmoreland Counties)

Taxable Sales	$140,543,000
GAF Sales	29,339,000
Share of Virginia:	
Taxable Sales	0.6%
GAF Sales	0.4
Population	0.8
Personal Income	0.7
Taxable Sales per Capita	$3,380
GAF Sales per Capita	710
Personal Income per Capita	10,200

Planning District 17's shares of Virginia taxable sales (0.6%), of personal income (0.7%), and of population (0.8%) were significantly higher than the District's share of GAF sales (0.4%). The Planning District's taxable sales per capita ($3,380) and GAF sales per capita ($710) were measurably lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that the typical resident of the Northern Neck Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the somewhat lower per capita income in Planning District 17, $10,200 compared with $11,400 statewide, and/or the typical residents of the Northern Neck Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 18 - MIDDLE PENINSULA
(Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex Counties)

Taxable Sales	$195,137,000
GAF Sales	44,960,000
Share of Virginia:	
Taxable Sales	0.8%
GAF Sales	0.6
Population	1.1
Personal Income	1.0
Taxable Sales per Capita	$3,100
GAF Sales per Capita	710
Personal Income per Capita	9,600

Planning District 18's share of GAF sales (0.6%) and of Virginia taxable sales (0.8%) were lower than the District's shares of personal income (1.0%) and population (1.1%). The Planning District's taxable sales per capita ($3,100) and GAF sales per capita ($710) were measurably lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that the typical resident of the Middle Peninsula Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 18, $9,600 compared with $11,400 statewide, and/or the typical residents of the Middle Peninsula Planning District having less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 19 - CRATER
(Colonial Heights, Emporia, Hopewell, and Petersburg cities
and Dinwiddie, Greensville, Prince George, Surry, and Sussex Counties)

Taxable Sales	$563,008,000
GAF Sales	179,613,000
Share of Virginia:	
Taxable Sales	2.3%
GAF Sales	2.2
Population	2.9
Personal Income	2.4
Taxable Sales per Capita	$3,480
GAF Sales per Capita	1,110
Personal Income per Capita	9,400

Planning District 19's shares of Virginia GAF sales (2.2%), of Virginia taxable sales (2.3%), and of Virginia personal income (2.4%) were measurably lower than the District's share of State population (2.9%). The Planning District's taxable sales per capita ($3,480) and GAF sales per capita ($1,110) also were somewhat lower than the comparable figures for the State as a whole ($4,420 and $1,460). These data indicate that the residents of the Crater Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 19, $9,400 compared with $11,400 statewide, and/or the typical residents of the Crater Planning District having somewhat less expensive life styles than existed in many other areas of the State.

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL AREA
(Colonial Heights, Hopewell, and Petersburg cities
and Dinwiddie and Prince George Counties)

Taxable Sales	$469,965,000
GAF Sales	162,243,000
Share of Virginia:	
Taxable Sales	1.9%
GAF Sales	2.0
Population	2.3
Personal Income	2.0
Taxable Sales per Capita	$3,630
GAF Sales per Capita	1,250
Personal Income per Capita	9,700

The Petersburg-Colonial Heights-Hopewell area (formerly the Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area, now part of the Richmond-Petersburg Metropolitan Statistical Area) recorded slightly higher GAF sales per capita ($1,250), taxable sales per capita ($3,630), and personal income per capita ($9,700) than were found for total Planning District 19 ($1,110, $3,480, and $9,400). (The Petersburg-Colonial Heights-Hopewell area included 80% to 90% of the District's sales, population, and income.)

The Petersburg-Colonial Heights-Hopewell area experienced a change in total taxable sales for 1983 over 1982 which was somewhat poorer than for the State as a whole (+9.1% versus +12.2%). GAF sales increases also were not as strong in the Petersburg-Colonial Heights-Hopewell area as in the total state (+11.6% versus +12.9%).

PLANNING DISTRICT 20 - SOUTHEASTERN VIRGINIA

(Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities and Isle of Wight and Southampton Counties)

Taxable Sales	$3,815,324,000
GAF Sales	1,253,280,000
Share of Virginia:	
Taxable Sales	15.6%
GAF Sales	15.5
Population	15.7
Personal Income	14.3
Taxable Sales per Capita	$4,390
GAF Sales per Capita	1,440
Personal Income per Capita	10,300

Planning District 20's share of Virginia personal income (14.3%) was significantly lower than the District's shares of Virginia population (15.7%), of Virginia taxable sales (15.6%), and of Virginia GAF sales (15.5%). The Planning District's taxable sales per capita ($4,390) and GAF sales per capita ($1,440) were only minimally lower than the comparable figures for the State as a whole ($4,420 and $1,460). The data suggest that the residents of the Southeastern Virginia Planning District on the average spent about the same proportion of their income as well as dollars per capita for taxable items as did typical residents across the State. This average spending pattern occurred even though Planning District 20 had slightly lower per capita income than was found for the total State ($10,300 compared with $11,400).

NORFOLK-VIRGINIA BEACH-PORTSMOUTH AREA

(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities;

Taxable Sales	$3,693,860,000
GAF Sales	1,226,828,000
Share of Virginia:	
Taxable Sales	15.1%
GAF Sales	15.2
Population	14.9
Personal Income	13.6
Taxable Sales per Capita	$4,600
GAF Sales per Capita	1,490
Personal Income per Capita	10,400

The Norfolk-Virginia Beach-Portsmouth area (formerly the Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area, now part of the Norfolk-Virginia Beach-Newport News Metropolitan Statistical Area) recorded narrowly higher taxable sales per capita ($4,600), GAF sales per capita ($1,490), and personal income per capita ($10,400) than the corresponding figures for Planning District 20 ($4,390, $1,440, and $10,300). (The Norfolk-Virginia Beach-Portsmouth area includes about 95% of the Planning District's sales, population, and income.)

The Norfolk-Virginia Beach-Portsmouth area experienced taxable sales and GAF sales increases for 1983 over 1982 which were slightly better than those recorded for the State as a whole (+13.3% versus +12.2% and +13.8% versus +12.9%).

PLANNING DISTRICT 21 - PENINSULA
(Hampton, Newport News, Poquoson, and Williamsburg cities and James City and York Counties)

Taxable Sales	$1,702,293,000
GAF Sales	561,559,000
Share of Virginia:	
Taxable Sales	7.0%
GAF Sales	7.0
Population	6.3
Personal Income	6.0
Taxable Sales per Capita	$4,870
GAF Sales per Capita	1,610
Personal Income per Capita	10,800

Planning District 21's shares of Virginia taxable sales and of Virginia GAF sales (7.0%) were measurably higher than the District's shares of Virginia personal income (6.0%) and of Virgina population (6.3%). The Planning District's taxable sales per capita ($4,870) was somewhat higher than the comparable figure for the State ($4,420), as was also the case for GAF sales per capita ($1,610 versus $1,460). The Planning District's personal income per capita was narrowly lower than the State figure ($10,800 versus $11,400). These data indicate that the Planning District probably attracted some sales dollars from areas outside Planning District 21.

NEWPORT NEWS-HAMPTON AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities and Gloucester, James City, and York Counties)

Taxable Sales	$1,779,387,000
GAF Sales	578,826,000
Share of Virginia:	
Taxable Sales	7.3%
GAF Sales	7.2
Population	6.7
Personal Income	6.3
Taxable Sales per Capita	$4,800
GAF Sales per Capita	1,560
Personal Income per Capita	10,700

The Newport-News-Hampton area (formerly the Newport News-Hampton Standard Metropolitan Statistical Area, now part of the Norfolk-Virginia Beach-Newport News Metropolitan Statistical Area) recorded taxable sales per capita ($4,800), GAF sales per capita ($1,560), and income per capita ($10,700), only narrowly lower than those for Planning District 21 ($4,870, $1,610, and $10,800). (The Newport News-Hampton area comprises all of Planning District 21 plus Gloucester County from Planning District 18.)

The Newport News-Hampton area experienced both GAF and total taxable sales increases for 1983 over 1982 which were higher than those recorded for the State as a whole (+19.0% versus +12.9% and +12.5% versus +12.2%).

PLANNING DISTRICT 22 - ACCOMACK-NORTHAMPTON
(Accomack and Northampton Counties)

Taxable Sales	$148,412,000
GAF Sales	30,991,000
Share of Virginia:	
Taxable Sales	0.6%
GAF Sales	0.4
Population	0.8
Personal Income	0.6
Taxable Sales per Capita	$3,220
GAF Sales per Capita	670
Personal Income per Capita	8,100

Planning District 22's shares of Virginia taxable sales and of personal income (0.6%) were lower than the District's share of Virginia population (0.8%) but above the District's share of Virginia GAF sales (0.4%). The Planning District's taxable sales per capita ($3,220) and GAF sales per capita ($670) were significantly below the comparable data for the State as a whole ($4,420 and $1,460). These data suggest that residents of the Accomack-Northampton Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 22, $8,100 compared with $11,400 statewide, and/or the typical residents of the Accomack-Northampton Planning District having somewhat less expensive life styles than existed in many other areas of the State.

UNITED STATES

Retail Sales Changes - 1983/1982

	GAF[1] Stores					
	Department Stores	General Merchandise	Apparel and Accessories	Furniture, Home Furnishings, and Equipment	Total GAF[1]	Total Retail[2]
January	+ 6.8%	+ 7.8%	- 0.3%	+ 7.5%	+ 5.7%	+ 4.6%
February	+ 3.7	+ 4.3	- 4.4	+ 3.9	+ 2.1	+ 4.1
March	+ 8.7	+ 8.8	+ 6.3	+ 7.9	+ 8.0	+ 8.0
1st Quarter	+ 6.6	+ 7.1	+ 0.8	+ 6.5	+ 5.5	+ 5.7
April	+ 3.5	+ 3.0	+ 1.4	+ 8.2	+ 3.7	+ 5.8
May	+ 4.9	+ 4.5	+ 4.2	+ 8.5	+ 5.2	+ 6.3
June	+11.3	+10.6	+10.2	+ 8.8	+10.3	+ 9.6
2nd Quarter	+ 6.5	+ 6.0	+ 5.1	+ 8.5	+ 6.4	+ 7.2
July	+ 5.3	+ 5.0	+ 1.8	+10.0	+ 4.4	+ 6.5
August	+ 9.7	+ 9.2	+ 5.8	+18.5	+10.3	+10.0
September	+10.7	+10.1	+ 5.6	+16.1	+10.4	+ 9.8
3rd Quarter	+ 8.5	+ 8.1	+ 4.5	+14.8	+ 8.7	+ 8.7
October	+ 8.7	+ 8.2	+ 6.8	+15.4	+ 9.3	+ 7.9
November	+11.2	+10.6	+10.1	+17.3	+11.8	+ 9.9
December	+10.0	+ 9.5	+10.3	+15.0	+10.5	+ 8.7
4th Quarter	+10.1	+ 9.5	+ 9.3	+15.8	+10.6	+ 8.8
Year	+ 8.2	+ 7.8	+ 5.4	+11.7	+ 8.1	+ 7.7

Source: United States Census.

[1]GAF = General merchandise, apparel, and furniture and appliances.

[2]Excluding auto sales, service stations, and liquor stores (to make the Census data more comparable with the Virginia Taxable Sales data).

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Total State Sales	$ 21,787,605	$ 24,446,325	233.6	242.9	261.9	274.5	308.1
Sales per Capita	$4,010	$4,420	201.4	214.5	231.2	238.3	263.1
Planning District 1 - Lenowisco							
Lee County	$ 49,691	$ 53,106	233.9	241.5	256.0	260.6	278.7
Scott County[2]	49,294	54,074	195.4	218.9	243.9	266.0	291.8
Wise County	142,717	152,262	250.3	260.0	272.0	292.9	312.4
Norton	49,194	47,567	245.6	289.2	313.8	307.2	297.1
Total PD 1 Sales	$ 290,896	$ 307,009	236.6	253.7	270.5	284.3	300.0
Sales per Capita	$2,900	$2,990	208.5	223.4	238.2	248.5	256.3
Planning District 2 - Cumberland Plateau							
Buchanan County	$ 101,827	$ 96,058	239.5	283.0	301.6	271.0	255.7
Dickenson County	41,738	42,267	239.8	253.1	272.0	287.4	291.0
Russell County	62,459	66,698	234.8	250.3	267.9	291.6	311.4
Tazewell County	200,340	190,025	253.5	271.9	312.3	320.5	304.0
Total PD 2 Sales	$ 406,364	$ 395,048	245.5	269.6	298.1	298.8	290.4
Sales per Capita	$2,870	$2,700	207.7	223.6	247.3	245.5	230.6
Planning District 3 - Mount Rogers							
Scott County[2]	$ 49,294	$ 54,074	195.4	218.9	243.9	266.0	291.8
Washington County[3]	111,570	111,095	270.9	280.3	296.1	310.8	318.0
Bristol	153,485	160,096					
Johnson City-Kingsport-Bristol MSA (Virginia portion)	$ 314,349	$ 325,265	257.5	269.3	286.8	302.8	313.3
Bland County	4,978	4,499	104.3	115.1	123.5	136.0	122.9
Carroll County	36,312	40,659	222.9	235.5	243.3	255.3	285.8
Grayson County	17,321	18,195	167.0	180.7	194.7	207.8	218.3
Smyth County	90,190	96,473	207.1	212.9	220.0	217.6	234.9
Wythe County	85,885	90,566	244.0	273.6	292.1	298.1	314.3
Galax	64,018	68,490	205.8	219.8	234.8	239.0	255.7
Total PD 3 Sales	$ 563,759	$ 590,073	236.0	248.3	262.3	270.8	283.5
Sales per Capita	$3,100	$3,190	216.5	223.1	235.7	241.9	249.7
Planning District 4 - New River Valley							
Floyd County	$ 16,579	$ 16,830	228.2	245.7	255.9	265.8	269.9
Giles County	52,567	53,958	213.9	236.3	250.8	263.8	285.8
Montgomery County	203,797	221,497	264.6	290.5	305.7	326.8	355.3
Pulaski County	105,271	113,706	255.0	262.2	274.9	275.5	297.6
Radford	31,935	37,560	140.8	151.0	174.5	170.8	201.0
Total PD 4 Sales	$ 410,149	$ 443,559	237.7	255.8	271.1	282.1	305.1
Sales per Capita	$2,860	$3,030	201.3	211.2	223.8	229.4	243.5

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 5 - Fifth							
Botetourt County	$ 38,029	$ 42,639	227.0	254.1	254.5	259.6	291.1
Roanoke County	268,359	292,584	179.1	210.3	236.9	230.0	250.8
Roanoke	658,420	734,713	217.3	224.3	223.0	235.0	262.3
Salem	154,149	174,770	294.6	277.4	278.1	275.9	312.8
Roanoke MSA	$ 1,118,957	$ 1,244,706	217.2	228.1	234.1	239.4	266.3
Clifton Forge	18,671	19,201	162.5	175.6	165.9	173.2	178.2
Craig County	4,328	4,814	181.0	214.8	225.1	242.4	257.7
Covington	46,196	53,756	211.3	253.6	254.8	262.8	296.8
Alleghany County	26,118	27,846	372.8				
Total PD 5 Sales	$ 1,214,470	$ 1,350,323	217.2	228.3	233.7	239.3	266.1
Sales per Capita	$4,760	$5,250	206.3	212.0	217.2	220.4	243.0
Planning District 6 - Central Shenandoah							
Augusta County	$ 112,494	$ 132,768	237.5	247.0	233.6	236.5	279.1
Bath County	38,384	42,942	596.5	418.6	333.7	354.8	396.9
Highland County	4,770	4,783	281.5	250.4	239.6	286.5	287.3
Rockbridge County	44,651	46,041	301.4	307.0	310.6	370.2	381.1
Rockingham County	166,336	357,571	297.2	354.1	409.3	421.4	330.9
Harrisonburg	158,378		220.4	222.6	215.6	230.9	
Buena Vista	19,689	20,609	175.4	187.9	203.5	216.9	227.0
Lexington	27,949	33,353	148.9	164.1	164.8	160.8	191.9
Staunton	116,668	124,197	173.4	185.3	198.5	207.3	220.7
Waynesboro	97,515	97,055	196.1	210.6	217.6	241.5	240.3
Total PD 6 Sales	$ 786,834	$ 859,319	232.5	241.1	245.6	259.4	283.3
Sales per Capita	$3,740	$4,060	214.5	219.9	224.0	234.0	254.3
Planning District 7 - Lord Fairfax							
Clarke County	$ 18,413	$ 19,703	205.9	209.0	212.3	202.7	216.9
Frederick County	90,314	113,779	285.2	312.9	347.4	341.4	430.1
Page County	48,880	51,410	185.9	208.6	213.8	215.5	226.6
Shenandoah County	78,542	68,839	221.0	243.2	254.0	246.5	278.8
Warren County	80,053	76,831	220.1	237.4	256.1	265.2	254.5
Winchester	171,144	203,848	189.9	203.1	210.1	217.1	258.5
Total PD 7 Sales	$ 487,346	$ 554,410	212.3	230.2	242.9	244.8	278.4
Sales per Capita	$3,680	$4,040	180.2	192.0	202.5	204.2	224.5

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 8 - Northern Virginia							
Arlington County	$ 774,906	$ 901,991	167.4	188.3	199.7	214.5	249.7
Fairfax County	2,774,018	3,204,650	272.3	298.0	336.1	366.4	423.3
Loudoun County	266,858	329,175	339.3	387.4	404.4	423.6	522.5
Manassas[4]	127,444	168,714					
Manassas Park[4]	9,686	10,049	282.1	318.0	346.3	360.8	419.7
Prince William County[4]	480,447	539,299					
Stafford[5]							
Alexandria	608,582	669,504	173.5	200.9	207.4	211.9	233.1
Fairfax	252,110	315,890	194.1	209.9	235.9	251.6	315.3
Falls Church	147,291	172,352	171.3	204.0	211.9	215.3	251.9
Total PD 8 Sales	$ 5,441,342	$ 6,311,624	230.7	257.2	281.5	300.9	345.4
Sales per Capita	$4,770	$5,420	208.8	217.1	237.5	246.3	279.7
Planning District 9 - Rappahannock-Rapidan							
Culpeper County	$ 82,470	$ 92,783	244.9	255.6	269.3	270.9	304.8
Fauquier County	105,479	125,162	250.5	271.3	284.6	287.7	341.3
Madison County	22,143	25,077	226.3	252.2	264.4	276.7	313.4
Orange County	51,382	54,919	215.9	233.8	249.0	252.6	269.9
Rappahannock County	7,350	8,293	228.4	243.3	259.9	260.2	293.7
Total PD 9 Sales	$ 268,824	$ 306,234	238.8	256.3	270.1	273.5	311.6
Sales per Capita	$2,880	$3,130	197.1	205.5	216.0	217.5	243.8
Planning District 10 - Thomas Jefferson							
Albemarle County	$ 197,631	$ 246,428	329.1	457.4	516.7	547.5	683.6
Fluvanna County	11,703	14,462	214.5	239.3	255.8	251.6	310.9
Greene County	9,753	10,937	328.7	360.7	379.8	372.8	418.1
Charlottesville	295,360	324,857	198.8	198.6	208.7	224.6	247.0
Charlottesville MSA[6]	$ 514,447	$ 596,684	228.0	255.5	276.0	294.3	341.3
Louisa County	35,478	36,208	267.9	284.7	302.2	315.0	321.5
Nelson County	20,829	22,628	277.3	302.0	353.2	360.8	392.0
Total PD 10 Sales	$ 570,754	$ 655,520	231.7	258.6	279.9	297.5	341.7
Sales per Capita	$3,940	$4,340	193.8	210.9	228.3	240.5	264.7
Planning District 11 - Central Virginia							
Amherst County	$ 75,712	$ 79,953	328.3	316.2	333.8	359.2	379.3
Campbell County	101,096	117,688	204.2	218.2	227.8	240.4	279.9
Lynchburg	414,491	448,592	202.4	214.6	230.9	228.4	247.3
Lynchburg MSA	$ 591,299	$ 646,233	213.6	223.9	239.3	241.8	264.3
Appomattox County	27,977	29,340	276.9	285.4	298.2	303.8	318.6
Bedford County	39,687	47,847	252.6	282.4	302.2	308.0	371.3
Bedford	40,289	37,561	228.1	240.3	260.6	269.1	250.9
Total PD 11 Sales	$ 699,252	$ 760,981	218.2	229.5	245.2	248.3	270.2
Sales per Capita	$3,550	$3,800	194.3	201.0	214.8	214.8	229.7

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 12 - West Piedmont							
Pittsylvania County	$ 80,083	$ 80,349	218.3	214.8	231.0	226.1	226.8
Danville	263,033	281,469	187.5	209.3	221.1	225.1	240.9
Danville MSA[6]	$ 343,116	$ 361,818	194.7	210.5	223.4	225.3	237.6
Franklin County	68,315	81,629	211.5	223.3	224.6	237.9	284.3
Henry County	126,708	134,176	216.9	227.8	209.6	209.0	221.3
Patrick County	22,699	25,106	191.8	208.5	218.1	204.9	226.6
Martinsville	125,264	149,768	181.0	183.8	213.1	209.9	250.9
Total PD 12 Sales	$ 686,102	$ 752,497	197.8	209.9	218.9	219.8	240.9
Sales per Capita	$2,860	$3,090	185.4	193.7	201.8	203.2	219.9
Planning District 13 - Southside							
Brunswick County	$ 28,095	$ 29,785	192.1	193.7	209.0	208.2	220.7
Mecklenburg County	100,916	105,862	223.8	231.7	247.9	250.2	262.5
South Boston	51,866	54,192	214.0	242.2	268.8	247.2	267.7
Halifax County	42,936	48,489	209.6	217.7	212.1		
Total PD 13 Sales	$ 223,813	$ 238,328	214.0	224.9	238.0	242.8	258.6
Sales per Capita	$2,730	$2,890	215.6	227.2	239.9	247.1	261.9
Planning District 14 - Piedmont							
Amelia County	$ 14,337	$ 15,222	252.0	251.9	255.3	252.8	268.4
Buckingham County	17,014	17,482	221.0	228.0	232.2	244.1	250.8
Charlotte County	18,988	19,693	230.1	238.2	245.9	243.1	252.1
Cumberland County	9,378	9,871	210.9	213.4	213.9	225.1	236.9
Lunenburg County	24,132	24,522	211.2	221.6	220.7	240.7	244.6
Nottoway County	44,960	44,911	189.8	207.4	213.0	246.2	245.9
Prince Edward County	63,691	69,164	220.6	240.2	255.1	261.4	283.9
Total PD 14 Sales	$ 192,500	$ 200,865	214.9	228.1	235.5	249.1	259.9
Sales per Capita	$2,310	$2,370	201.6	212.9	219.8	232.9	239.2
Planning District 15 - Richmond Regional							
Charles City County	$ 2,884	$ 2,954	188.6	185.8	176.7	168.9	173.1
Chesterfield County	589,313	685,177	618.8	716.1	855.8	929.4	1,080.7
Goochland County	19,865	22,599	312.0	337.7	305.9	301.4	342.8
Hanover County	212,409	237,656	430.2	466.4	486.9	512.8	573.8
Henrico County	1,106,060	1,280,716	240.2	269.6	293.4	299.4	346.7
New Kent County	14,464	14,939	259.3	251.5	281.0	296.6	306.4
Powhatan County	12,486	12,915	312.9	290.1	310.7	314.4	352.2
Richmond	1,294,710	1,399,923	165.3	170.6	171.2	178.9	193.5
Total PD 15 Sales	$ 3,252,191	$ 3,656,879	222.5	240.9	256.5	267.7	300.9
Sales per Capita	$5,040	$5,570	198.0	211.6	225.3	230.3	254.6

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 16 - RADCO							
Caroline County	$ 28,132	$ 34,399	250.2	269.5	287.0	284.4	347.7
King George County	16,847	17,211	246.7	286.3	298.3	310.8	317.5
Spotsylvania County			477.2				
Stafford County	392,338	447,329	329.2	300.6	348.6	359.3	409.7
Fredericksburg			183.3				
Total PD 16 Sales	$ 437,317	$ 498,939	270.0	297.5	341.5	351.2	400.7
Sales per Capita	$3,580	$3,840	187.8	201.8	231.7	231.7	248.3
Planning District 17 - Northern Neck							
Lancaster County	$ 45,964	$ 49,447	218.5	258.5	270.9	273.0	293.7
Northumberland County	16,850	18,408	200.5	214.2	235.0	225.8	246.7
Richmond County	29,349	40,535	205.4	231.3	245.4	273.3	377.5
Westmoreland County	29,050	32,153	195.8	198.0	203.5	204.9	226.8
Total PD 17 Sales	$ 121,213	$ 140,543	206.4	228.4	240.5	246.3	285.6
Sales per Capita	$2,960	$3,380	191.8	211.3	222.5	227.9	260.1
Planning District 18 - Middle Peninsula							
Essex County	$ 47,836	$ 50,878	285.7	296.5	316.1	327.1	348.0
Gloucester County	64,364	77,094	323.7	364.9	408.4	410.1	491.3
King and Queen County	3,544	3,663	220.5	238.6	238.1	234.8	242.8
King William County	24,019	26,156	191.3	224.6	220.4	213.8	232.9
Mathews County	15,920	15,829	211.4	215.4	232.2	226.3	224.9
Middlesex County	20,521	21,517	216.2	231.2	249.5	236.3	247.8
Total PD 18 Sales	$ 176,204	$ 195,137	256.8	280.2	300.6	299.8	332.0
Sales per Capita	$2,880	$3,100	212.0	225.2	241.6	235.9	254.0
Planning District 19 - Crater							
Dinwiddie County	$ 28,839	$ 30,646	322.4	342.5	334.6	326.9	347.5
Prince George County	29,476	28,595	151.2	157.2	169.5	170.2	165.1
Colonial Heights	64,205	67,928	238.3	254.6	275.9	282.0	298.4
Hopewell	83,232	90,803	192.4	199.0	219.3	211.0	230.3
Petersburg	225,064	251,993	184.2	197.4	208.2	214.9	240.6
Petersburg-Colonial Heights-Hopewell Area	$ 430,816	$ 469,965	195.6	207.5	220.7	223.1	243.4
Greensville County	17,188	16,398	245.9	223.8	217.3	193.6	184.7
Surry County	7,529	7,798	477.5	270.1	282.8	253.9	263.0
Sussex County	25,164	25,817	193.5	212.0	221.5	224.0	229.8
Emporia	43,495	43,030	205.5	204.6	228.2	255.4	252.8
Total PD 19 Sales	$ 524,192	$ 563,008	201.9	208.9	222.0	224.8	241.4
Sales per Capita	$3,230	$3,480	201.9	207.9	220.9	223.0	240.6

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 20 - Southeastern Virginia							
Chesapeake	$ 353,582	$ 414,111	291.4	317.6	345.3	407.2	476.9
Norfolk	1,265,288	1,417,093	178.9	189.9	206.3	209.6	234.7
Portsmouth	352,000	373,776	186.4	197.2	207.9	212.2	225.3
Suffolk	132,721	141,671	191.6	203.5	218.9	229.3	244.8
Virginia Beach	1,155,814	1,347,209	304.8	340.9	400.6	453.8	529.0
Norfolk-Virginia Beach-Portsmouth Area	$ 3,259,405	$ 3,693,860	216.3	234.0	259.8	278.8	316.0
Isle of Wight County	61,939	61,427	305.1	337.4	351.0	357.4	354.5
Southampton County	21,258	21,229	185.4	202.6	209.6	219.1	218.7
Franklin	36,986	38,808	180.1	188.8	206.7	210.1	220.4
Total PD 20 Sales	$ 3,379,588	$ 3,815,324	216.7	234.6	259.9	278.4	314.4
Sales per Capita	$3,940	$4,390	199.4	215.3	238.5	251.2	279.9
Planning District 21 - Peninsula							
Gloucester County	$ 64,364	$ 77,094	323.7	364.8	408.4	410.1	491.3
James City County	150,899	186,914	474.9	618.1	753.1	784.4	971.6
York County	104,381	119,246	303.5	352.6	443.4	501.9	562.6
Poquoson	15,840	15,473					
Hampton	599,805	656,931	242.8	261.6	289.5	312.6	342.4
Newport News	481,832	539,138	170.6	191.2	201.6	213.9	239.3
Williamsburg	164,132	184,591	217.7	238.6	254.2	255.9	287.8
Newport News-Hampton Area	$ 1,581,253	$ 1,779,387	223.0	249.2	275.4	292.7	329.4
Total PD 21 Sales	$ 1,516,889	$ 1,702,293	220.0	245.8	271.4	289.2	324.6
Sales per Capita	$4,340	$4,870	194.7	230.1	254.1	267.0	299.5
Planning District 22 - Accomack-Northampton							
Accomack County	$ 89,519	$ 96,316	233.4	254.1	284.5	290.4	312.4
Northampton County	48,087	52,096	201.2	239.7	269.5	236.4	256.1
Total PD 22 Sales	$ 137,606	$ 148,412	220.5	248.4	278.5	268.9	290.0
Sales per Capita	$3,020	$3,220	204.5	233.3	261.6	254.4	271.7

See page 32 for footnotes.

Source: Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues, Commonwealth of Virginia, Department of Taxation, Richmond, Virginia.

*The figures for total State Sales for 1982 and 1983 do not equal the sum of the sales for the 22 Planning Districts because of a small amount of "unassigned" sales.

[1]GAF = General merchandise, apparel, and furniture and appliances.

[2]Scott County, which is in Planning District 1, is part of the Johnson City-Kingsport-Bristol MSA; Washington County and the City of Bristol, the other localities in the Johnson City-Kingsport-Bristol MSA, however, are in Planning District 3.

[3]The city of Bristol annexed a portion of Washington County, effective January 1, 1974; therefore, sales trends are not available for these areas separately.

[4]Manassas and Manassas Park were formed from parts of Prince William County in 1975.

[5]Stafford County, which is in Planning District 16, became part of the Washington, D.C. MSA in 1983; all other cities and counties of the Virginia portion of the Washington MSA, however, are in Planning District 8. Because of irregularities in the data between Stafford County and the City of Fredericksburg, which is not part of the Washington MSA, the data for Stafford County are not included in the Washington MSA.

[6]The Metropolitan Statistical Areas of Charlottesville and Danville were not defined until 1981. Data presented here, however, treat the jurisdictions as MSA's for the entire period.

[7]Gloucester County, which is in Planning District 18, is part of the Newport News-Hampton Metropolitan Area; the major part of the Newport News-Hampton Metropolitan Area, however, is in Planning District 21.

[8]The city of Poquoson was incorporated from York County, effective July 1, 1975; therefore, comparisons of sales data are not available for these areas separately.

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Total State Sales	$ 7,161,530*	$ 8,087,914*	203.7	223.0	248.4	264.6	298.8
Sales per Capita	$1,320	$1,460	186.2	197.2	219.4	229.9	255.3
Planning District 1 - Lenowisco							
Lee County	$ 9,935	$ 10,397	168.7	169.8	186.4	201.8	211.2
Scott County[2]	5,107	5,870	113.0	113.4	125.3	114.4	131.5
Wise County	31,821	36,625	217.6	216.1	238.4	272.7	313.9
Norton	15,179	14,445	243.0	345.7	327.7	293.5	279.3
Total PD 1 Sales	$ 62,042	$ 67,337	195.8	215.5	227.0	236.6	256.8
Sales per Capita	$620	$660	173.9	189.7	199.8	206.5	219.4
Planning District 2 - Cumberland Plateau							
Buchanan County	$ 30,581	$ 27,306	191.0	213.8	229.2	229.2	204.7
Dickenson County	8,385	8,639	171.1	183.3	201.6	202.0	208.1
Russell County	16,762	16,303	233.5	250.0	257.0	260.0	252.9
Tazewell County	52,148	50,926	228.7	253.1	281.9	310.5	303.3
Total PD 2 Sales	$ 107,876	$ 103,174	211.1	232.6	252.5	264.8	253.3
Sales per Capita	$760	$710	182.5	192.7	209.2	227.1	200.9
Planning District 3 - Mount Rogers							
Scott County[2]	$ 5,107	$ 5,870	113.0	113.4	125.3	114.4	131.5
Washington County[3]	27,668	28,058	314.2	348.1	376.8	399.0	429.9
Bristol	61,214	67,732					
Johnson City-Kingsport-Bristol MSA (Virgina portion)	$ 93,989	$ 101,658	280.5	308.9	334.8	351.5	380.1
Bland County	331	331	69.2	59.2	57.1	79.7	79.8
Carroll County	11,119	12,401	193.7	212.9	216.5	237.5	264.9
Grayson County	3,028	3,301	45.3	50.3	59.4	90.9	99.2
Smyth County	24,547	30,987	183.9	192.2	200.2	211.6	267.2
Wythe County	19,950	20,850	220.5	268.8	286.2	277.4	289.9
Galax	20,549	22,951	174.3	179.7	197.3	200.9	224.4
Total PD 3 Sales	$ 168,406	$ 186,609	227.6	250.2	268.4	282.0	312.5
Sales per Capita	$930	$1,010	215.9	225.4	241.8	250.0	276.0
Planning District 4 - New River Valley							
Floyd County	$ 3,101	$ 3,646	112.4	123.7	126.7	137.0	161.2
Giles County	10,910	12,383	165.1	159.1	177.2	207.4	235.5
Montgomery County	64,591	69,152	243.7	267.0	292.6	318.7	341.2
Pulaski County	32,000	35,232	264.8	267.1	287.2	284.0	312.8
Radford	8,657	11,623	101.9	114.7	125.7	128.2	172.1
Total PD 4 Sales	$ 119,259	$ 132,036	212.4	225.1	245.3	260.4	288.3
Sales per Capita	$830	$900	186.2	186.1	202.7	210.3	230.4

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 5 - Fifth							
Botetourt County	$ 3,698	$ 3,363	112.2	119.0	125.6	121.9	110.8
Roanoke County	90,948	94,658	142.5	200.7	228.2	194.0	201.8
Roanoke	247,638	284,903	250.0	230.8	241.9	280.5	322.8
Salem	36,878	42,428	325.8	405.3	444.4	467.5	537.8
Roanoke MSA	$ 379,162	$ 425,352	216.7	228.2	246.0	259.5	291.1
Clifton Forge	3,335	3,079	120.1	117.4	104.1	94.2	86.9
Craig County	508	544	65.6	277.5	144.9	223.7	239.6
Covington	12,898	16,558	249.9	245.1	255.6	272.2	312.8
Alleghany County	9,592	8,971	169.8				
Total PD 5 Sales	$ 405,495	$ 454,504	215.6	226.8	243.3	256.6	287.6
Sales per Capita	$1,590	$1,770	212.9	210.9	226.4	236.8	263.4
Planning District 6 - Central Shenandoah							
Augusta County	$ 22,091	$ 34,535	249.5	209.1	180.5	200.9	314.1
Bath County	3,274	3,919	169.0	159.0	180.9	181.6	217.4
Highland County	1,002	1,081	150.7	138.7	137.7	190.8	205.9
Rockbridge County	2,813	4,737	164.1	112.6	106.1	123.5	208.0
Rockingham County	42,946	109,181	299.3	443.0	605.2	620.9	305.2
Harrisonburg	53,953		195.1	178.1	162.3	187.0	
Buena Vista	3,755	4,042	128.9	119.5	135.1	125.7	135.3
Lexington	12,070	13,437	128.2	148.0	153.5	163.7	182.3
Staunton	42,418	43,757	153.2	178.7	203.7	209.3	215.9
Waynesboro	33,311	30,344	167.4	191.5	213.5	224.8	204.7
Total PD 6 Sales	$ 217,633	$ 245,033	187.1	196.5	209.9	224.8	253.1
Sales per Capita	$1,040	$1,160	176.5	179.1	191.3	203.0	226.9
Planning District 7 - Lord Fairfax							
Clarke County	$ 2,822	$ 2,855	293.2	297.1	295.0	248.6	251.5
Frederick County	18,736	21,708	315.3	276.0	275.4	314.2	364.0
Page County	10,941	12,282	132.7	150.4	158.0	153.7	172.5
Shenandoah County	12,366	15,125	194.1	215.3	202.5	205.3	251.2
Warren County	21,008	22,026	206.4	217.9	237.5	238.3	249.8
Winchester	73,851	95,162	171.8	194.5	212.6	235.8	303.8
Total PD 7 Sales	$ 139,724	$ 169,158	191.1	204.8	216.5	231.4	280.2
Sales per Capita	$1,050	$1,230	166.7	170.9	180.7	191.6	226.0

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 8 - Northern Virginia							
Arlington County	$ 211,823	$ 247,834	127.7	148.6	155.8	158.2	185.1
Fairfax County	1,173,020	1,328,033	261.5	297.7	350.8	387.3	438.4
Loudoun County	55,711	56,232	350.6	399.0	413.6	434.3	438.3
Manassas[4]	41,693	57,683					
Manassas Park[4]	1,500	1,831	292.6	316.3	346.5	367.6	390.4
Prince William County[4]	155,375	151,279					
Stafford County[5]							
Alexandria	234,170	241,481	143.8	166.5	166.0	172.3	177.7
Fairfax	94,686	138,920	261.5	284.7	280.7	273.5	401.3
Falls Church	77,805	97,369	264.2	343.6	353.1	357.7	447.6
Total PD 8 Sales	$ 2,045,783	$ 2,320,662	217.0	247.5	274.6	294.1	333.5
Sales per Capita	$1,790	$1,990	194.4	208.8	231.7	239.7	267.2
Planning District 9 - Rappahannock-Rapidan							
Culpeper County	$ 25,113	$ 28,953	242.0	253.4	271.5	269.4	310.6
Fauquier County	19,856	22,805	170.5	193.0	217.1	221.3	254.1
Madison County	4,047	4,530	75.2	88.3	107.0	136.2	152.5
Orange County	10,508	11,860	169.6	177.1	189.7	184.6	208.4
Rappahannock County	2,252	2,640	187.7	197.3	189.4	179.7	210.7
Total PD 9 Sales	$ 61,776	$ 70,788	175.9	199.0	216.7	219.0	250.9
Sales per Capita	$660	$720	160.5	159.4	173.2	173.2	190.3
Planning District 10 - Thomas Jefferson							
Albemarle County	$ 82,588	$ 110,631	514.4	1,255.0	1,692.7	1,861.8	2,493.9
Fluvanna County	1,214	1,306	79.7	97.5	84.1	85.4	91.9
Greene County	920	1,512	89.1	93.2	92.9	72.0	118.3
Charlottesville	100,118	109,420	201.4	173.0	167.5	187.3	204.7
Charlottesville MSA[6]	$ 184,840	$ 222,869	219.2	248.8	275.7	305.1	367.8
Louisa County	5,741	5,952	243.5	228.0	251.5	262.4	272.0
Nelson County	7,374	8,567	288.6	316.6	469.8	509.2	591.6
Total PD 10 Sales	$ 197,955	$ 237,388	221.6	249.6	279.2	308.2	369.6
Sales per Capita	$1,370	$1,570	191.6	203.7	227.9	249.8	286.5
Planning District 11 - Central Virginia							
Amherst County	$ 15,867	$ 17,706	364.8	382.4	428.9	424.6	473.8
Campbell County	24,425	35,802	220.4	232.9	236.5	264.8	388.1
Lynchburg	165,785	178,053	182.6	201.9	242.0	241.8	259.6
Lynchburg MSA	$ 206,077	$ 231,561	195.2	213.6	249.9	252.7	284.0
Appomattox County	5,313	$5,837	289.2	233.9	273.8	274.4	301.5
Bedford County	6,261	9,278	192.6	245.7	268.0	274.8	407.3
Bedford	11,544	10,691	163.5	180.3	209.5	238.8	221.1
Total PD 11 Sales	$ 229,195	$ 257,367	195.6	213.1	248.7	253.0	284.1
Sales per Capita	$1,160	$1,290	180.2	186.5	217.7	217.7	232.5

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1983 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 12 - West Piedmont							
Pittsylvania County	$ 15,137	$ 15,532	173.5	164.4	167.7	179.6	184.3
Danville	91,971	108,713	164.9	178.0	194.0	195.6	231.2
Danville MSA[6]	$ 107,108	$ 124,245	166.2	175.9	190.0	193.1	224.1
Franklin County	17,847	20,982	168.0	195.3	215.9	246.4	289.6
Henry County	22,044	25,039	171.4	140.1	155.8	164.2	186.5
Patrick County	5,629	6,377	143.8	159.7	160.8	157.9	178.8
Martinsville	52,069	62,391	150.6	178.2	185.4	192.1	230.2
Total PD 12 Sales	$ 204,697	$ 239,034	162.3	172.8	185.3	191.7	223.8
Sales per Capita	$850	$980	158.4	159.5	171.1	177.4	204.6
Planning District 13 - Southside							
Brunswick County	$ 5,304	$ 5,620	135.5	121.9	140.1	138.1	146.4
Mecklenburg County	22,373	24,754	174.6	179.8	194.7	203.1	224.8
South Boston	22,917	24,371	182.5	208.7	237.2	207.3	220.2
Halifax County	7,117	7,531	155.1	150.5	163.6		
Total PD 13 Sales	$ 57,711	$ 62,276	167.2	173.6	192.2	196.6	212.2
Sales per Capita	$700	$760	167.6	175.2	193.6	199.3	214.8
Planning District 14 - Piedmont							
Amelia County	$ 2,768	$ 2,826	184.5	187.9	177.1	177.3	181.0
Buckingham County	2,090	2,394	77.2	74.8	76.2	89.1	102.0
Charlotte County	2,461	2,637	95.8	103.3	129.0	98.6	105.7
Cumberland County	1,826	2,001	95.0	88.1	70.9	78.6	86.2
Lunenburg County	4,903	4,582	156.2	146.6	151.7	160.9	150.4
Nottoway County	9,725	10,516	199.2	197.9	221.5	229.7	248.4
Prince Edward County	22,737	26,729	183.7	198.5	209.7	221.3	260.1
Total PD 14 Sales	$ 46,510	$ 51,685	157.4	161.9	171.1	177.0	196.7
Sales per Capita	$560	$610	148.4	151.1	159.7	165.6	181.0
Planning District 15 - Richmond Regional							
Charles City County	$ 255	$ 251	31.8	42.4	67.7	62.8	61.8
Chesterfield County	258,646	283,988	1,917.4	2,200.1	2,927.4	3,358.2	3,687.2
Goochland County	2,656	3,048	130.6	126.9	148.4	143.1	164.1
Hanover County	29,836	38,936	397.0	443.4	533.8	530.8	692.7
Henrico County	448,640	497,654	230.6	266.6	297.7	315.[illegible]	350.0
New Kent County	1,078	1,028	204.6	175.4	169.2	140.2	133.7
Powhatan County	996	1,222	148.4	138.0	167.2	20[illegible]	254.1
Richmond	389,389	411,205	139.1	135.1	138.3	14[illegible]	157.0
Total PD 15 Sales	$ 1,131,496	$ 1,237,332	206.3	221.4	248.6	268.9	294.0
Sales per Capita	$1,750	$1,890	187.5	194.5	218.4	230.2	248.8

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 16 - RADCO							
Caroline County	$ 2,490	$ 2,735	112.0	99.1	101.5	115.9	127.4
King George County	2,228	2,161	238.8	262.6	240.0	198.3	192.4
Spotsylvania County			163.0				
Stafford County	129,318	149,664	202.6	269.3	324.2	356.0	411.4
Fredericksburg			163.0				
Total PD 16 Sales	$ 134,036	$ 154,560	218.9	259.5	309.3	338.0	389.8
Sales per Capita	$1,100	$1,190	160.3	175.9	209.6	223.8	241.4
Planning District 17 - Northern Neck							
Lancaster County	$ 8,273	$ 9,558	170.6	189.6	194.5	200.3	231.4
Northumberland County	1,418	1,759	107.0	110.7	98.9	109.0	135.3
Richmond County	10,720	13,948	214.3	224.4	247.4	303.4	394.7
Westmoreland County	3,659	4,074	149.6	144.6	149.0	154.5	172.0
Total PD 17 Sales	$ 24,070	$ 29,339	172.5	182.0	190.5	212.4	258.9
Sales per Capita	$590	$710	164.0	168.4	176.3	196.3	235.8
Planning District 18 - Middle Peninsula							
Essex County	$ 14,051	$ 14,877	281.2	262.6	309.5	339.1	359.2
Gloucester County	14,811	17,267	286.4	332.5	361.7	356.4	415.6
King and Queen County	437	423	125.4	117.5	106.4	110.9	107.4
King William County	5,166	6,551	120.4	125.1	127.5	140.6	178.3
Mathews County	2,377	2,321	137.5	131.1	125.3	125.6	122.7
Middlesex County	3,410	3,521	176.3	178.0	195.1	204.6	211.2
Total PD 18 Sales	$ 40,252	$ 44,960	213.6	226.1	242.3	252.8	282.3
Sales per Capita	$660	$710	181.9	182.0	194.9	201.0	216.1
Planning District 19 - Crater							
Dinwiddie County	$ 927	$ 852	110.3	105.9	52.3	50.5	46.4
Prince George County	1,148	2,024	50.3	36.4	28.3	34.5	60.8
Colonial Heights	21,725	24,697	253.3	254.6	292.9	294.6	338.6
Hopewell	27,064	30,057	173.5	184.9	223.7	227.3	252.3
Petersburg	94,525	104,613	156.4	166.5	181.9	194.7	215.5
Petersburg-Colonial Heights-Hopewell Area	$ 145,389	$ 162,243	162.8	170.9	189.7	199.2	222.2
Greensville County	753	1,409	74.5	151.4	137.8	135.6	253.9
Surry County	425	503	51.0	46.0	49.0	44.2	52.3
Sussex County	3,452	3,788	82.4	79.0	77.3	81.8	89.7
Emporia	11,654	11,670	195.8	184.9	196.4	201.4	201.6
Total PD 19 Sales	$ 161,673	$ 179,613	159.3	165.7	182.6	191.3	212.5
Sales per Capita	$990	$1,110	162.2	165.1	181.8	191.4	212.0

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)				
	1982	1983	1979	1980	1981	1982	1983
Planning District 20 - Southeastern Virginia							
Chesapeake	$ 85,493	$ 101,407	262.3	292.3	403.7	601.5	713.3
Norfolk	410,209	460,717	173.2	184.3	200.7	192.0	215.7
Portsmouth	118,840	130,918	172.2	187.2	198.6	189.4	208.7
Suffolk	35,344	39,215	174.9	181.1	245.5	243.0	269.6
Virginia Beach	427,832	494,571	281.5	313.6	400.5	457.9	529.3
Norfolk-Virginia Beach-Portsmouth Area	$ 1,077,718	$ 1,226,828	201.4	218.4	253.6	267.8	304.8
Isle of Wight County	9,314	9,892	267.6	279.6	305.2	284.9	302.6
Southampton County	3,597	3,816	124.1	142.7	129.8	140.9	149.5
Franklin	12,257	12,744	168.5	163.1	185.1	204.1	212.2
Total PD 20 Sales	$ 1,102,886	$ 1,253,280	200.7	217.6	252.2	266.2	302.5
Sales per Capita	$1,290	$1,440	186.9	199.9	231.6	240.9	269.5
Planning District 21 - Peninsula							
Gloucester County	$ 14,811	$ 17,267	286.4	332.5	361.7	356.4	415.6
James City County	14,405	39,669	349.9	378.1	377.4	659.9	1817.2
York County	22,346	25,307	276.0	305.4	340.1	391.3	438.9
Poquoson	2,014	1,995					
Hampton	276,135	312,390	313.6	335.1	381.3	400.4	452.9
Newport News	119,339	143,925	109.4	121.0	122.4	137.2	165.5
Williamsburg	37,514	38,273	194.0	202.9	254.1	261.7	267.0
Newport News-Hampton Area	$ 486,564	$ 578,826	205.6	222.3	246.3	266.1	316.6
Total PD 21 Sales	$ 471,753	$ 561,559	203.7	219.7	243.6	264.0	314.2
Sales per Capita	$1,350	$1,610	191.2	205.8	228.2	244.5	290.3
Planning District 22 - Accomack-Northampton							
Accomack County	$ 20,849	$ 22,763	222.9	241.9	277.9	281.5	307.4
Northampton County	7,826	8,228	125.1	146.7	167.6	170.4	179.2
Total PD 22 Sales	$ 28,675	$ 30,991	185.6	205.5	235.7	239.0	258.3
Sales per Capita	$630	$670	169.0	193.2	221.6	225.2	242.1

See page 32 for footnotes.

Source: Unpublished data from the Virginia Department of Taxation.

APPENDIX

Background

In early 1971, the Tayloe Murphy Institute initiated a retail sales figure exchange for eight areas in Virginia. The Tayloe Murphy Institute project was patterned after a data collection performed until the mid 1960's by the Federal Reserve Banks. The Banks gathered, collated, and disseminated sales data from department stores in the major cities and their suburbs, as part of their accumulation of economic indicators. This work was discontinued because it was deemed that the quality of the data and the breadth of the samples were poor and the Federal Reserve determined that the cost to improve the quality was greater than the resulting data would be worth to them.

The Tayloe Murphy Institute project was in large part similar to the Federal Reserve project. The Tayloe Murphy Institute held all individual store data completely confidential and distributed total sales data only to the participating firms. However, the Tayloe Murphy Institute discontinued the data collection at the end of 1980, for reasons similar to those stated by the Federal Reserve 15 years earlier.

Taxable Sales Data

> The Virginia Department of Taxation taxable sales data comprise sales information from its quarterly publication, Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues; the GAF data were calculated from sales information specially tabulated by the Department of Taxation for the Tayloe Murphy Institute.

The Department of Taxation taxable sales are the published sales in all stores of the type, based on payments of Virginia sales tax revenues. The figures may include some irregularities as a result of untimely filing of returns by businesses. Untimely filing also can cause the retailers to not avail themselves of the 2.25% dealer compensation allowed; however, in calculating total sales, it was assumed that the dealer compensation had been allowed for all reported data. The published figures may include some irregularities also as a result of corrections in the reported data after an audit disclosed that sales tax had not been allocated to the proper location. In such event, the estimated adjustment in allocations for all years involved are reflected in the year in which the error was determined, rather than being carried back to the applicable year.

Included in GAF were stores of the following types: apparel, furniture, home furnishings, and equipment; department stores; dry goods, variety stores, fabric and yarn, trading stamp redemption stores; hardware, paint, wallpaper, and glass; other general merchandise; books, stationery and paper products, printing, office supplies, and business forms; gifts and novelties; jewelry, luggage, and leather goods; sporting goods, photographic supplies, hobby shops; et cetera.

Included in taxable sales were sales in GAF stores, plus taxable sales in all other types of stores and revenues to selected services: automotive (excluding automobiles); food; drugstores; lumber, building materials, and supplies; fuel; machinery, equipment, and supplies; hotels, motels, and tourist camps; and other miscellaneous. Excluded from taxable sales, because these items, if taxed, are not included in the Virginia Sales and Use Tax Code, were sales of motor vehicle fuels; motor vehicles, motor homes, and travel trailers; alcoholic beverages; and prescription drugs.

Census Data

> The Department Store, GAF, and Total Retail sales data identified "United States Census" are based on information from the United States Department of Commerce, Bureau of the Census, Washington, D.C.

All the Census data were calculated from data from various issues of the Retail Sales Series, published by the Bureau of the Census. Total retail included GAF, plus food; eating and drinking places; building materials, hardware, garden supply, and mobile home dealers; and drug and proprietary. Excluded from the Census data (to make the United States data more comparable with the Commonwealth of Virginia data) were sales of automobiles, gasoline, and liquor.

GAF included all general merchandise (including department stores), apparel, and furniture and appliance sales. General merchandise included department stores and all sales made by mail order but excluded non-store revenues (vending machines and door-to-door sellers). Apparel included all stores classified as apparel and accessories, e.g. women's ready to wear, millinery, corsets, furriers, men's and boys' clothing and furnishings, family clothing, shoes, and children's and infants' wear. Furniture and appliances included stores selling furniture, floor coverings, china, glassware, appliances, radio and TV, and records and musical instruments.

Department stores included sales in all department stores, including sales made at mail-order catalog desks located within department stores of mail-order firms, but excluding mail or telephone order sales to catalog divisions of general merchandise stores.

Population and Income Data

The "Sales per Capita" data were calculated from Commonwealth of Virginia, Department of Taxation, taxable sales data and from unpublished population data from the Commonwealth of Virginia, Department of Planning and Budget.

The "Income per Capita" data were calculated from Department of Planning and Budget unpublished population data and estimated income data based on prior year's income from the Tayloe Murphy Institute, updated through the use of population and consumer price indicator changes.